

WHAT IS CLAIMED:

1. A personal care composition comprising.

(a) from about 0.1% to about 99% by weight of a vehicle system which comprises a hydrophobically modified nonionic water soluble polysaccharide polymer which comprises a water soluble polysaccharide polymer backbone and a hydrophobic moiety selected from the group consisting of 3-alkoxy-2-hydroxypropyl group wherein the alkyl moiety is a straight or branch chain having 2-6 carbon atoms, C<sub>3</sub>-C<sub>6</sub> alkyl, aryl alkyl, alkyl aryl groups and mixtures thereof, wherein the ratio of the hydrophilic portion to the hydrophobic portion of the polymer is from about 2:1 to 1000:1, and

(b) at least one other personal care ingredient.

2. The composition of claim 1 wherein the composition also comprises from about 0.01% to about 25% by weight of the personal care composition of a surfactant.

3. The composition of claim 2 wherein the surfactant is selected from the group consisting of anionic, nonionic, cationic, ~~amphiphilic~~ <sup>zwitterionic</sup>, and amphoteric, mixtures thereof.

4. The composition of claim 1 wherein the composition also comprises from about 0.1% to about 99% by weight of the personal care composition of a compatible solvent or solvent mixture.

5. The composition of claim 4 wherein the solvent or solvent mixture is selected from the group consisting of water, water-lower alkanols mixtures, polyhydric alcohols having from 3 to 6 carbon atoms and from 2 to 6 hydroxyl groups, and mixtures thereof.

6. The composition of claim 5 wherein the solvent or solvent mixture is selected from the group consisting of water, propylene glycol, water-glycerine, sorbitol-water, water-ethanol, and mixtures thereof.

7. The composition of claim 2 wherein the composition also comprises from about 0.1% to about 99% by weight of the personal care composition of a compatible solvent or solvent mixture.

5 8. The composition of claim 1 wherein the hydrophobically modified polysaccharide backbone is selected from the group of <sup>consisting of</sup> hydroxyethylcellulose (HEC), hydroxypropylcellulose (HPC), methylcellulose (MC), hydroxypropylmethylcellulose (HPMC), ethylhydroxyethylcellulose (EHEC), and methylhydroxyethylcellulose (MHEC), and agar, dextran, locust bean gum, starch, guar, and their nonionic derivatives, and mixtures thereof.

10 9. The composition of claim 1 wherein the polysaccharide backbone is HEC and the hydrophobic moiety is 3-butoxy-2-hydroxypropyl.

15 10. The composition of claim 4 wherein composition also contain an effective viscosifying amount of a salt.

11. A hair or skin care composition comprising a solvent and an effective amount of the personal care composition of claim 7.

20 12. A shampoo comprising an effective amount of the personal care composition of claim 4.

25 13. A conditioner comprising an effective amount of the personal care composition of claim 4.

14. A shampoo-conditioner comprising an effective amount of the composition of claim 1.

15. A sun care product comprising a solvent and an effective amount of personal care composition of claim 1.

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16. A shower gel comprising an effective amount of cleaning composition of claim 1.

17. A soap comprising an effective amount of the personal care composition of claim 1.

18. A hair styling gel composition comprising an effective amount of the personal care composition of claim 1.

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19. A hair styling gel composition comprising an effective amount of the personal care composition of claim 4.

20. A hair anti-dandruff composition comprising solvent and effective amount of the personal care composition of claim 7.

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21. A hair growth promoter composition comprising an effective amount of the personal care composition of claim 1.

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22. A hair colorant composition comprising an effective amount of the personal care composition of claim 1.

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23. A hair bleaching agent composition comprising an effective amount of the personal care composition of claim 1.

24. A hair antifrizzing agent composition comprising an effective amount of the personal care composition of claim 1.

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25. A hair relaxer composition comprising an effective amount of the personal care composition of claim 1.

26. A dentifrice composition comprising an effective amount of the personal care composition of claim 1.

5 27. A mouth wash composition comprising an effective amount of the personal care composition of claim 1.

28. A denture adhesive composition comprising an effective amount of the personal care composition of claim 1.

10 29. A shaving product composition comprising an effective amount of the personal care composition of claim 1.

15 30. A lubricating gel composition comprising an effective amount of the personal care composition of claim 1.

31. A spermicide gel composition comprising an effective amount of the personal care composition of claim 1.

20 32. A beauty aid composition comprising an effective amount of the personal care composition of claim 1.

33. An underarm solid stick composition comprising an effective amount of the personal care composition of claim 1.

25 34. An underarm gel composition comprising an effective amount of the personal care composition of claim 1.

35. An underarm liquid composition comprising an effective amount of the personal care composition of claim 1.

36. An underarm liquid composition of claim 35 wherein the composition comprising an aerosol ingredient.

37. The composition of claim 1 where composition also comprises an oil-in-water or water in oil emulsion.

38. A cleansing composition comprising an effective amount of composition of claim 1.

39. A hair grooming and hair detangler composition comprising an effective amount of the personal care composition of claim 1.

40. A razor blade lubrication strip composition comprising an effective amount of the personal care composition of claim 1.

41. A cleansing tissue composition comprising an effective amount of the personal care composition of claim 1.

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